

Vote Joe App User Guide

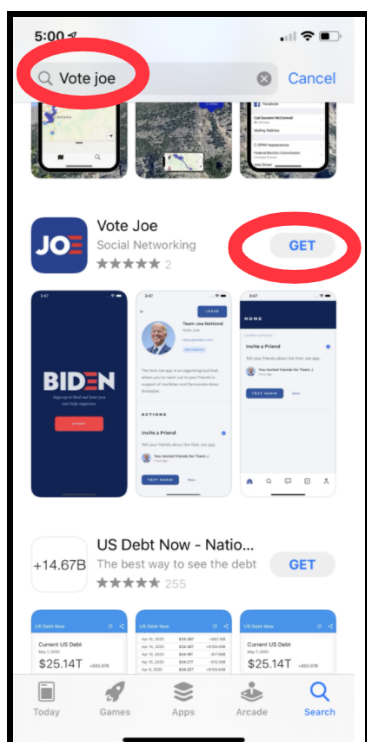
Vote Joe App Overview

Friend-to-friend outreach is one of the most effective ways to persuade and mobilize voters to elect Democrats up and down the ballot. Our campaign is using an app called VoteJoe to help supporters reach out to their community on our behalf, because YOU are the best messenger to your community! With this app you can:

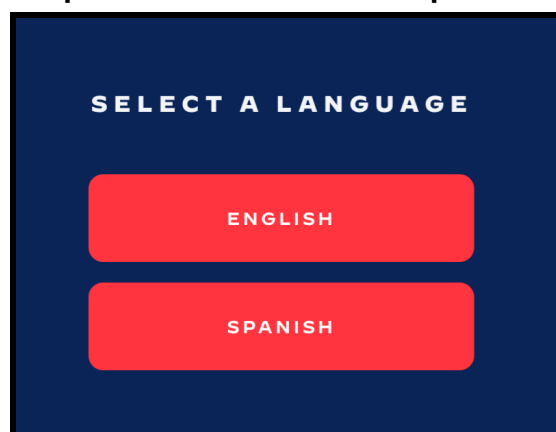
- Text your phone contacts, and report back in the app to tell us who is supporting Joe in November
- Look up voters by name/state/address to check voter registration status
- Text friends information about registering to vote or requesting their ballot to vote from home
- Share content from the campaign to your Facebook and Twitter feeds
- Help get your friends and family set up to start volunteering with the campaign

Get Started: Download and set up your app

1. Search "Vote Joe" in the Apple App Store or Google Play and download it.



2. Select a language and enter your name and phone number to collect points.



EARN POINTS

Get credit for your work by filling out these details

first name _____

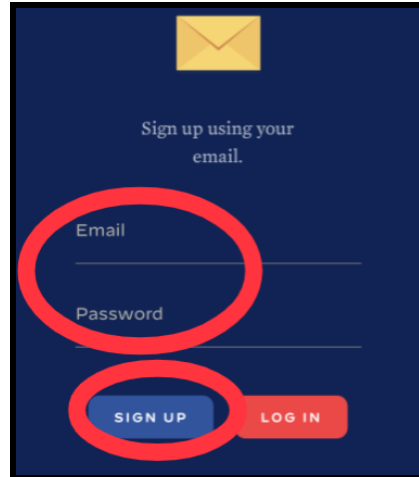
last name _____

(111) 111 - 1111 _____

NEXT

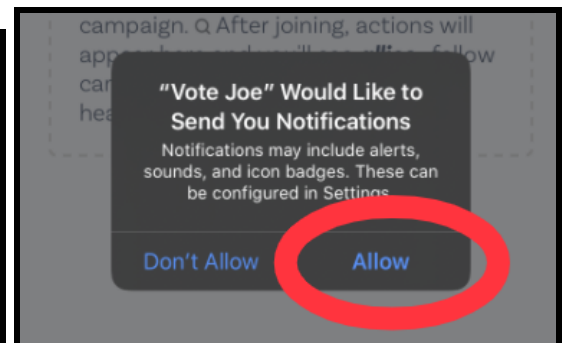
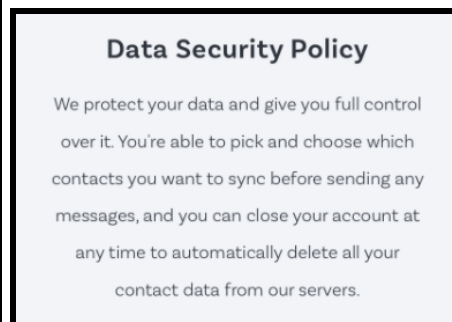
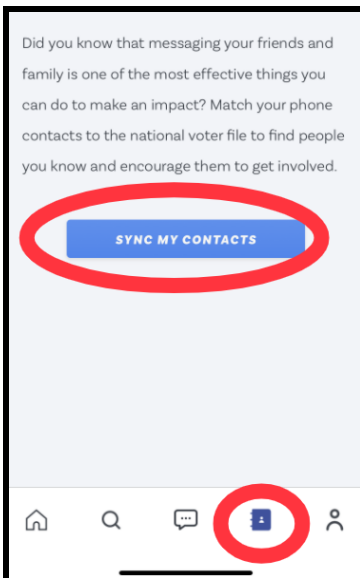
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- 3. Log In.** If it's your first time using the app, create an account by linking your Facebook OR simply enter your email and create a password. Please turn your notifications on for the app - the campaign can send you notifications when we need your help talking to specific friends of yours.



- 4. Sync your contacts.** Select the person icon on the menu at the bottom of the app, and scroll to the bottom to find the Sync My Contacts button. Read the Data Security Policy and select Continue, and click OK when your phone asks you for permission to access your contacts.

Note: You control your data. When you sync your contacts, the campaign doesn't receive your contact's phone numbers or any other contact information. Information you add in response to questions (i.e. Do you support Joe Biden? When do you plan to vote? Will you attend this event?) will be shared with the campaign to help us win in November!

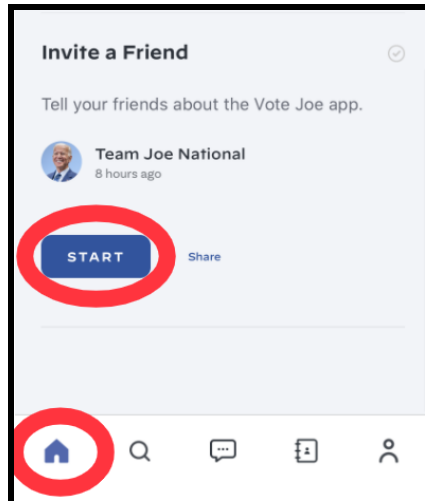


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*Time to get started reaching out to your friends!
You can use this app to take action in several different ways. See your options on the following pages.*

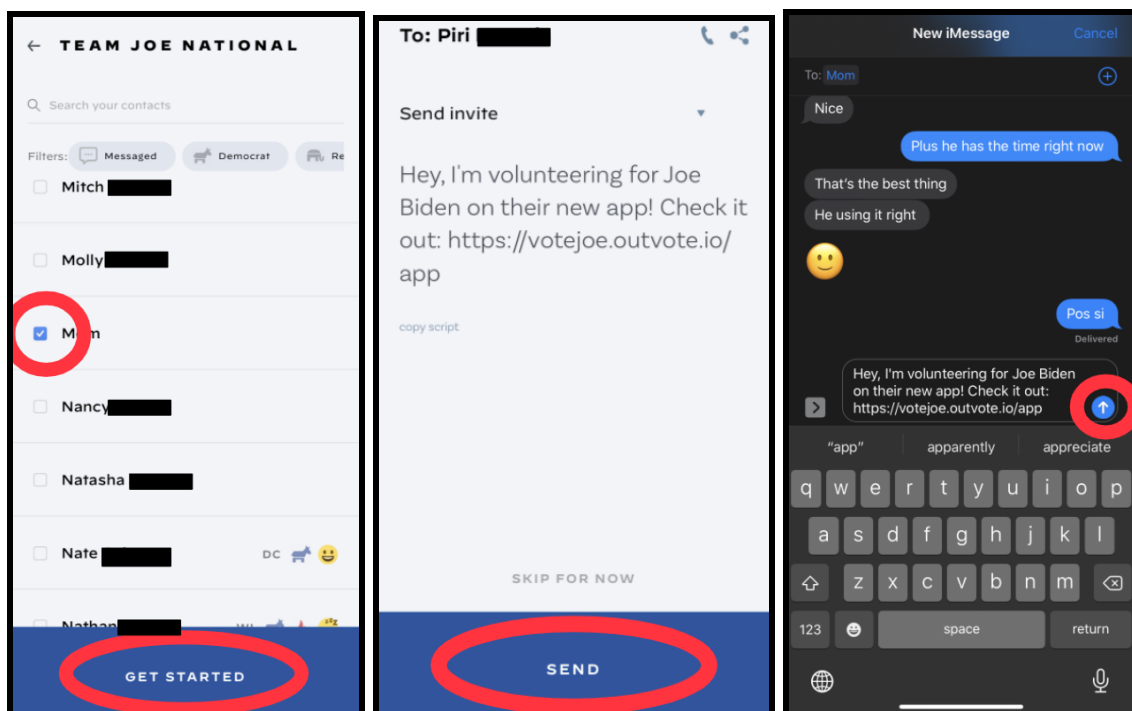
Action 1: Text Your Contacts

- 1. Select an assignment.** From the home page, select a texting assignment. Select the contacts to whom you will send the text and click Get Started.

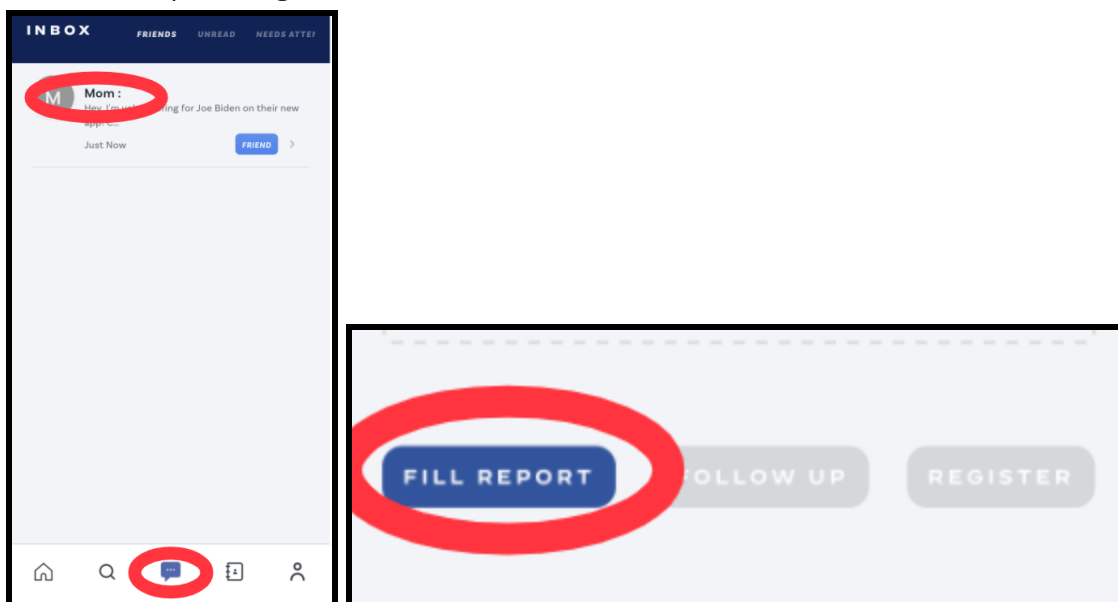


You will see a suggested script for the text in the app which you can edit and then click Send. The text will populate in your texting app and you will be able to edit that language again before sending it to each individual friend.

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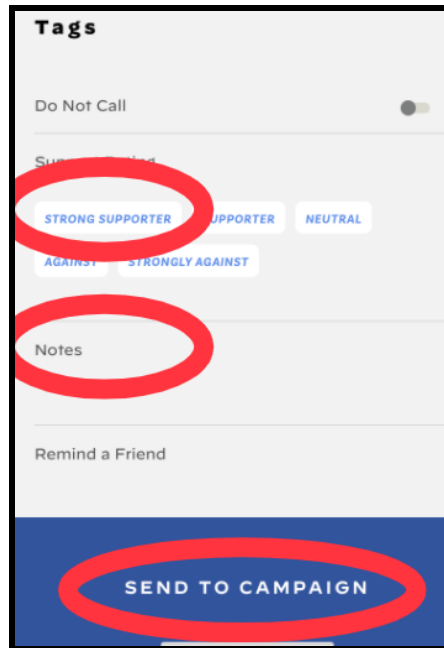


- Report back in the app about your conversations.** When you hear back from a friend, go back to the app to tell us how your conversation went and get help continuing the conversation. Go to your inbox and select a conversation to report back. For each contact of yours, you can select Fill Report, Follow Up, or Register.



- Click Fill Report to update us on the conversation.** Toggle the Tags and the Support Ratings on and off to indicate if the contact supports Joe Biden and if the phone number is correct, ect.

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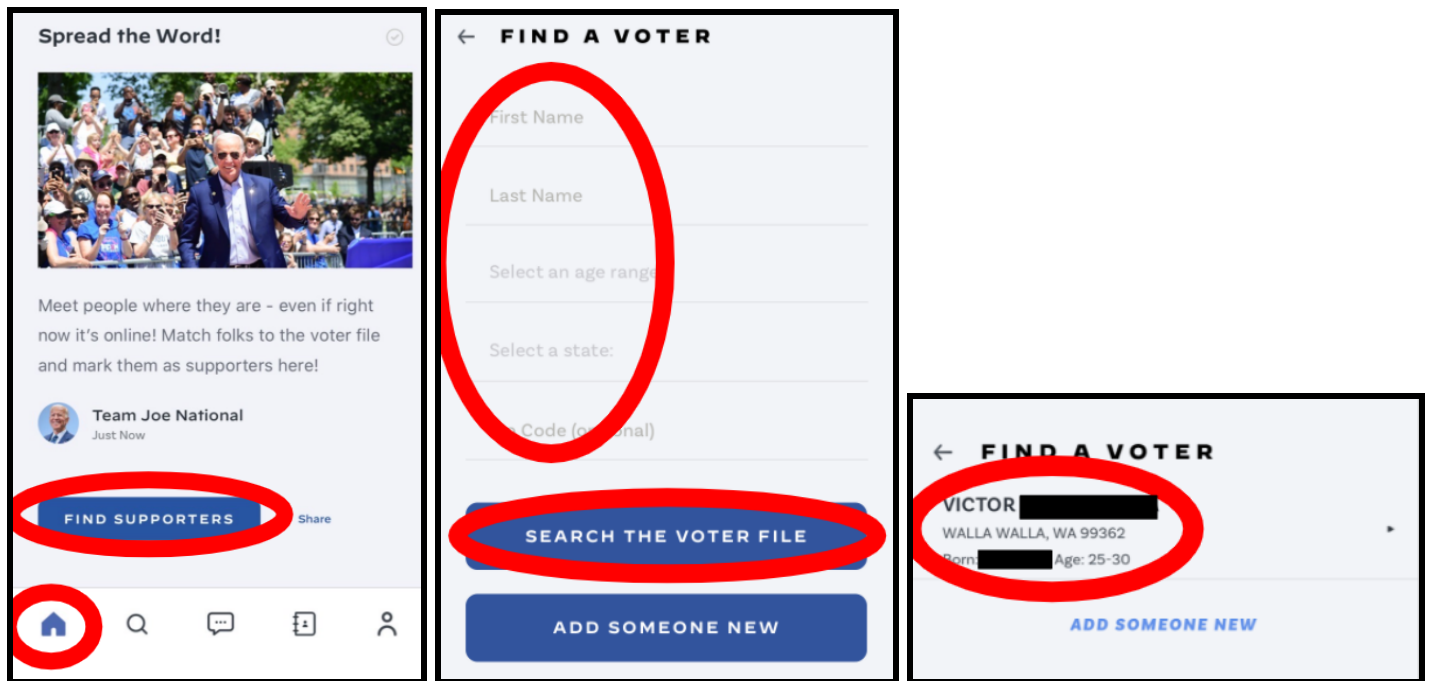


4. Click on the Follow Up button to see suggested texts to respond to your friends. For example, if your friend agrees to volunteer, you can see a suggested response to send them

Action 2: Use Voter Lookup

- 1. Search the Voter File.** From the home screen, select a Find Supporters assignment. Enter as much information as you know about the voter, and click Search the Voter File to see a list of potential matches. If you find the correct match, click the voter's name to see voting history and click Send to Campaign. You may need a street address to pick out a person if there are many duplicate names.

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2. Report back. If you find the correct match, enter survey responses to tell us about that person

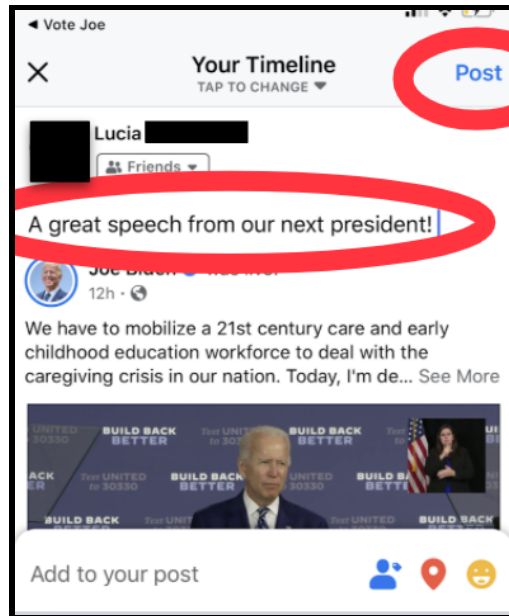
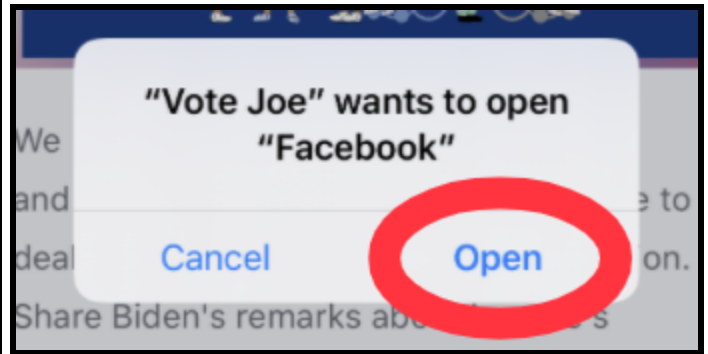
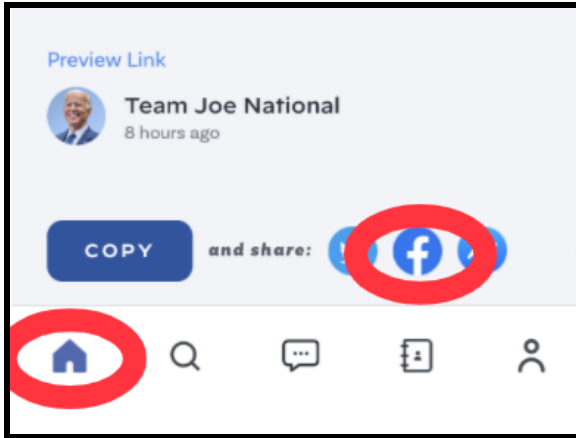
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- 3. Add a new contact.** If you do not find the voter in the voter file, add them as a new contact by clicking “Add Someone New.” Enter as much information as you have and click “Send to Campaign” - doing this will send their contact information to the campaign.

Action 3: Share Content

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- 1. View Sharable Content.** At the bottom of the app, select the Home icon to scroll through suggested actions.
- 2. Click Icons to share.** For each content piece, you will see a preview of the content. Just below the preview, you will see a Copy button as well as buttons to share in Twitter, Facebook, or Facebook Messenger. Allow the app to open Facebook by clicking Open. You can either share the post directly or write a comment that will appear at the top of your shared post, as seen in the example.





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A Note About Contact Syncing

When you sync your contacts, the app will use the phone numbers and names to match people to the existing records in the voter file. For this reason, if your contacts are listed in your phone with different names or phone numbers than the voter file, some of your contacts may not sync even if they are registered voters. Syncing your contacts will temporarily store contact information on the servers of the app for matching purposes, but it will not give the contact information data to the app or the campaign.

Stay in touch: Join our Victory 2020 Slack to connect to our community of volunteers!

1. **Fill out the form.** We have a community of volunteers who communicate via the messaging platform Slack for daily updates and support. To join the workspace, complete this brief form to be added: <https://go.joebiden.com/page/s/Distributed-volunteers>